



City of Seattle

Gregory J. Nickels, Mayor

Department of Planning and Development

D. M. Sugimura, Director

**CITY OF SEATTLE
ANALYSIS AND DECISION OF THE DIRECTOR OF
THE DEPARTMENT OF PLANNING AND DEVELOPMENT**

Application Number: 3010264

Applicant Name: Dean Haugen for Clear Channel Outdoor

Address of Proposal: 4400 4th Ave S

SUMMARY OF PROPOSED ACTION

Land Use Application to install a double sided externally illuminated billboard one 14 ft. by 48 ft. face (north facing) and one 14 ft. by 48 ft. face (south facing) with an overall height of 65 ft. on a new monopole.

The following approval is required:

SEPA - Environmental Determination - Chapter 25.05, Seattle Municipal Code.

SEPA DETERMINATION: ☐ Exempt ☒ DNS ☐ MDNS ☐ EIS

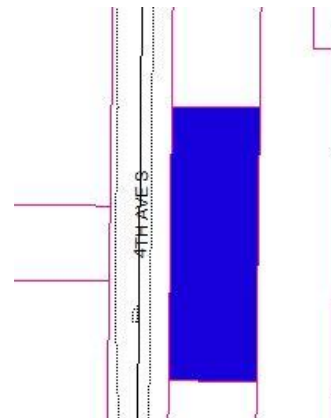
☐ DNS with conditions

☐ DNS involving non-exempt grading, or demolition, or another agency with jurisdiction.

BACKGROUND DATA

Site and Vicinity Description

The subject site is located on 4th Ave South just south of South Dakota Street in an industrially developed area. All properties surrounding the subject property are zoned IG1/U-85 and IG2/U-85. The predominant use is industrial, including storage yards, light manufacturing and wholesale sales supported with small retail, offices, and eating and drinking establishments. 4th Avenue South is a primary arterial corridor moving traffic effectively north and south.



The development site is virtually a flat lot. The site is entirely paved and developed. The existing one-story building on the site is currently occupied by an industrial warehouse use. A parking and service area is located on the north and south sides of the building. The site is mapped in the Environmentally Critical Areas (ECA) for Liquefaction.

Proposal Description

The applicant proposes to build and maintain a double faced billboard advertising sign with a 14 foot high by 48 foot wide display surface sited near 4th Avenue South street frontage. The display surfaces would face north and south and be externally illuminated with shielded light fixtures. The sign would be placed at the northwest corner of the site. The overall height of the proposed structure would be 65 feet on a new monopole.

Public Comments

The public notice was issued on October 9, 2009. There were no comment letters.

ANALYSIS - SEPA

The initial disclosure of the potential impacts from this project was made in the environmental checklist submitted by the applicant dated August 13, 2009. The information in the checklist, project plans, and the experience of the lead agency with review of similar projects form the basis for this analysis and decision.

The SEPA Overview Policy (SMC 25.05.665 D) clarifies the relationship between codes, policies, and environmental review. Specific policies for each element of the environment, certain neighborhood plans and other policies explicitly referenced may serve as the basis for exercising substantive SEPA authority.

The Overview Policy states in part: "where City regulations have been adopted to address an environmental impact, it shall be presumed that such regulations are adequate to achieve sufficient mitigation" (subject to some limitations). Under certain limitations or circumstances (SMC 25.05.665 D 1-7), mitigation can be considered. Thus, a more detailed discussion of some of the impacts is appropriate.

Short - Term Impacts

The following temporary or construction-related impacts are expected: decreased air quality due to suspended particulates from building activities and hydrocarbon emissions from construction vehicles and equipment; increased traffic and demand for parking from construction equipment and personnel; increased noise; and consumption of renewable and non-renewable resources. Due to the short term and minor nature of construction impact associated with the construction of the sign, no mitigation is warranted by SEPA policies.

Long - Term Impacts

Long-term or use-related impacts include minor ongoing use of electricity to light the sign face and increased traffic, noise, and vehicular emissions from the monthly copy posting and routine maintenance visits (approximately 1-2 visits, or 2 to 4 vehicle trips a month). The site is adjacent to a principal arterial and near a State Highway with significant traffic volumes due in part to the presence of industrial uses. The long-term and use related impacts in the vicinity is expected to be minor. Therefore no mitigation is warranted pursuant to SEPA policies.

The Sign Code (SMC 23.55) regulates the location, size, and other characteristics of off-premise signs and provides sufficient mitigation for the following impacts:

Cumulative Impacts

The revised Seattle Sign Ordinance has reduced the number of billboard advertising signs permitted in a given area of the City by modification of the sign dispersion standards. Sign dispersion standards limit the number of signs by requiring a minimum separation between signs and permitting a maximum number of signs in a one-half mile distance. According to SMC 23.55.014 E, the number of advertising or off-premise sign faces is limited to two signs within 300 lineal feet, with a minimum separation of 100 feet between sign structures, when counting both sides of the street.

According to DPD records, site observation, and information provided by the applicant, there are no other sign faces within 300 feet. The proposed sign is a relocation of Signs 458 and 571. The dispersion requirements and zoning standards were reviewed by the DPD sign inspector and the proposed sign has been found to show compliance with the applicable requirements. Therefore, no further mitigation pursuant to SEPA is warranted.

Light and Glare

The Sign Code requires that light sources be shielded so that direct light is not visible on adjacent properties (SMC 23.55.016) and also limits fluorescent lighting of off-premise advertising signs to one watt per square foot of sign area (SMC 23.55.014.E). Surrounding land uses are industrial and in nature and generate their own traffic, noise and light. The proposed sign will be illuminated by two 250 watts of Metal Halide fixtures on each side, which will be obliquely directed toward the sign face and shielded to minimize glare. Lighting periods will be limited to dusk to 11 p.m. and 5 a.m. to 8 a.m. Light and glare impacts are sufficiently mitigated by the Sign Code lighting standards and the applicant's proposal to limit hours of illumination. Thus, no additional light and glare mitigation measures are necessary.

DECISION - SEPA

This decision was made after review by the responsible official on behalf of the lead agency of a completed environmental checklist and other information on file with the responsible department. This constitutes the Threshold Determination and form. The intent of this declaration is to satisfy the requirements of the State Environmental Policy Act (RCW 43.21C), including the requirement to inform the public agency decisions pursuant to SEPA.

- [X] Determination of Non-Significance. This proposal has been determined to not have a significant adverse impact upon the environment. An EIS is not required under RCW 43.21C.030 2C.
- [] Determination of Significance. This proposal has or may have a significant adverse impact upon the environment. An EIS is required under RCW 43.21C.030 2C.

CONDITIONS - SEPA

None.

Signature: _____ (signature on file) Date: December 14, 2009
Holly J. Godard, Land Use Planner
Department of Planning and Development

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